November 28, 2011

To

Bombay Stock Exchange Limited

National Stock Exchange of India Limited

Regarding: Eros International Media Ltd. – BSE Script Code: 533261; NSE Script Code: EROSMEDIA

Please find attached Eros International's Press Release attached herewith this document.

You are requested to take this information on record.

Thanks & Regards,

Rajesh Bhatia

Company Secretary and Compliance Officer

Eros International Media Limited

Encl: As above

EROS INTERNATIONAL MEDIA LIMITED
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Eros' premium entertainment app a big hit with I- Pad users: all IOS users to benefit soon

Mumbai, November 28, 2011: Eros International Media Ltd, the leading global company for Indian filmed entertainment, released its general entertainment free to download application on the iTunes Store. Within the first 48 hours of its soft launch, the Eros Entertainment IOS Application for iPad hit No.1 position in the entertainment category for Free Apps in India (Apple Store). The application provides a refreshing window for film fans to access a wealth of Bollywood film entertainment.

Eros has a digital repository with access to 1100 films from which short form content will be published to the application. Exclusive EROS movie trailers, photos, and special behind the scenes exclusives, events, movie stills and much more will support this. The application is a first in of its kind in that it is designed for those who love films and want to access content anytime and anywhere all over the globe. The first application is specifically for iPad but other platforms and devices will be released with further features added.

Apart from high quality and exclusive content, the first version of the application has some fun features such as an interactive film quiz as well as the ability to create a custom-made Bollywood movie poster.

"*We have been highly successful in reaching the world through theatrical and cable homes etc. It is now time to reach the consumer on their terms and digital platforms, specifically mobile and tablets are fast becoming a way of life. We have to stay connected with all audiences through different platforms*," said Mr. Kishore Lulla, Chairman& CEO of Eros International plc.

The app has features such as front-page customization and of course previews of all new EROS movies too. Early data shows that 93% users are active on this app and there is 100% retention of the app on their devices.

"*Bollywood is almost a religion for millions of fans around the world and despite the fact that a cinema experience is still the richest way to truly enjoy a film experience, the digital fans are growing worldwide and are heavily mobile*", said Mr. Ricky Ghai, Chief Executive Officer, Eros Digital.

Ghai adds, "*This application and also our future plans in digital media are all about creating accessibility to premium and entertaining content. Devices are getting better, consumers are becoming mobile and with tablets shipping more units than PC's we can now take the content directly to these rich media platforms and devices. Success comes from creating quality content that is relevant to the consumer and appropriate for the device or platform. All these attributes are catered for in our first release*".

The launch of the application signals Eros' intent to deliver its premium content across new digital formats, particularly within India where:

- Growth rates in the Indian Media & Entertainment digital sub-sector are estimated to be c.30%;

- The advent and consumer take-up of tablets and smart device computers and their suitability as a platform for audio-visual media is rapidly increasing;

- The Government target of 600 million internet users in the next 5 years, making India the largest online population in the world, is expected to be met by mobile internet and other 3G connectivity;

- The planned roll out of 4G spectrum in 2012 will further ignite the consumption of data-rich entertainment content.

As such, Eros' iPad application launch complements macro growth drivers within the Indian Media & Entertainment industry, Indian government policy as well as the company's own digital strategy. Furthermore, the company's progress during 2011 in digitalizing its 1,100-strong film library is enabling the Group to monetise its intellectual property and has positioned itself well to service the new digital products and services expected in 2012.

About Eros International Media Ltd (Eros International)

Eros International Media Ltd. (BSE Script Code: 533261; NSE Script Code: EROSMEDIA) is a global player within the rapidly expanding Indian media and entertainment arena. It operates on a vertically integrated studio model controlling content as well as distribution & exploitation across all formats globally, including cinema, digital, home entertainment and television syndication. Eros International is part of the Eros International plc group which was the first Indian media Company to get listed on the Alternative Investment Market of the London Stock Exchange.

Eros International has rich experience of over three decades in establishing a global platform for Indian cinema. The Company has a competitive advantage through its extensive and growing movie library comprising of over 1,100 films that include Hindi, Tamil and other regional language films for home entertainment distribution. Eros International has successfully built a robust and dynamic business model by combining the release of new films every year with the exploitation of a valuable film library, making it undisputedly one of the largest content owners in the business.

For further information please visit: www.erosintl.com

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